

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 3



**TOP 20 VIDEO
COUNTDOWN**

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55th Year 1986

The Big Deal
ON MUST CARRY
Baseball's
\$320 million

for national and regional spot in the top 75 markets increased 9%, not all major advertisers moved dollars in the same direction (see chart). But of the top 14 advertisers TVB listed in both categories, nine treated spot vehicles better than the networks.

TVB's breakdown of spending by categories shows even greater favoritism toward spot. Of 25 such advertiser categories, only five treated network better than spot. Fortunately for the networks, one of those categories—food and food products—had the greatest total estimated expenditures, and increased its network dollars 10% versus a 5% rise for spot. Also giving networks the benefit of the doubt were household equipment and supplies; proprietary medicines; office equipment; computers and copiers; and horticulture. But TVB estimated that half the categories increased spot billings while decreasing network billings, including major categories such as confectionary and soft drinks (up 6% in spot, down 1% in network); consumer services, (up 18% versus a minus 18%); insurance, (up 31% versus minus 9%); and sporting goods and toys (up 50% versus minus 8%).

■ The estimated spot television expenditures of the beer and wine category in the top 75 markets were up 7% in 1985 to \$218.1 million. But on network TV, spending fell 4% to \$428.5 million, leading to an overall decline of 1%.

■ Advertising by local media did little to help out television stations. TVB estimated that radio and cable TV increased their budgets in the top 75 markets by 5%, to \$134.5 million. Estimated newspaper budgets went up 9% to \$31.7 million, while magazines and other local publications increased 65% to \$1.7 million.

■ TVB estimated that network prime time dollars for the year were down 2.2% to \$4.456 billion. That daypart contributed an estimated 54% of total network revenue.

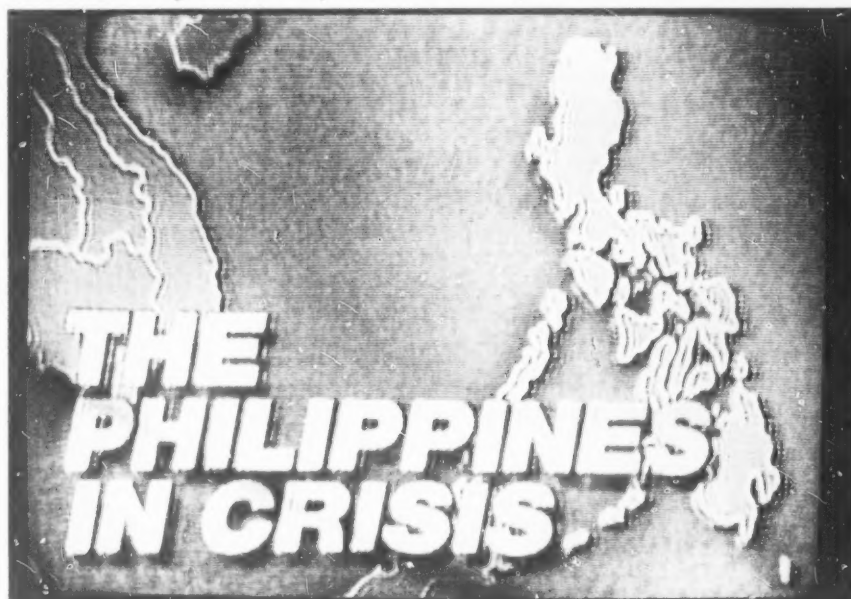
■ Reports of a strong movement of network dollars toward late night had evidently not begun in 1985, according to the TVB estimates, which show an 11% decline in dollars spent in that daypart, to \$382.1 million. Also down strongly for the full year, as expected, was weekend daytime. The weakness of television sports undoubtedly accounted for much of that daypart's estimated billings decline of 18%, to \$996.5 million. Weekday early fringe was up 8% to \$434.7 million, and weekend early fringe was up 13% to \$192.4 million. Early morning was up 10% to \$206 million, while weekday daytime was up an estimated 3% to \$1.645 billion.

■ A daypart examination of national and regional spot estimates for the top 75 markets shows better percentage increase performance than network in every comparable category. Led by nighttime, up 12% to \$1.099 billion, other dayparts were daytime, up 9% to \$990.6 million, early evening, up 8% to \$1.571 billion, and late night, up 4% to \$843.3 million.

■ For local retail advertising, TVB estimated that virtually every advertising category, small and large, was up over 1984, except for financial planning services, down

22% to \$29.2 million in the top 75 markets, and political advertising, which, in a year of no major elections, plunged 79% to \$22.4 million. Most professional services continued to increase their television advertising, with medical and dental services up 40% to \$86.9 million; legal services, up 36% to

\$38.3 million, and education services, up 42% to \$70.2 million. Other big spenders showing big increases included automobile and truck dealers, up 21% to \$311.2 million; appliance stores and repair, up 42% to \$121.9 million; leisure time stores and services, up 27% to \$107 million. □



Fifth Estate figures in Philippine story

Broadcasters assess media's role in islands' exchange of power, most saying TV influenced events

The U.S. media, particularly television in its ability to convey information almost instantaneously via satellite, played a perhaps unprecedented role in shaping events as they unfolded in the political life of the Philippines—culminating with the downfall of President Ferdinand Marcos—a number of news professionals suggested last week. But opinions varied on the extent of the media's role, and even those who felt its part a large one also stressed that the seeds of last week's transition of power to Corazon Aquino were sown long before western journalists descended upon the Philippines to cover the presidential election Feb. 7, which Marcos—a media manipulator in his own right—announced last November at commentator George Will's prompting on *This Week with David Brinkley*.

At the same time, there was also a feeling among observers last week that Marcos had lost out in the age-old media game played by journalists and willing sources. Marcos, the theory goes, overestimated his ability to manipulate the U.S. media. And last November, ABC's Will gave Marcos the perfect opening to present himself as a friend and supporter of democracy this political image in the U.S. tarnished somewhat by his rule by martial law for almost half his 20-year tenure) by calling for early elections amid charges that he had lost his political base at home.

As it turned out, the *Brinkley* broadcast

last November was to be a watershed in Philippine history. Not only did Marcos agree to early elections, he also agreed to allow American observers to monitor the election. Congress sent a team headed by Senator Richard Lugar of Indiana. When it became evident to him that pro-Marcos forces were responsible for rigging the election, television, with its coverage of the swelling opposition and growing violence, may have helped to convince the Reagan administration that Marcos had lost control of his country and had outlived his usefulness as the leader of a strategic ally. Marcos, in turn, stepped down quickly last week, once the administration advised him to do so.

"There's no question," said Ed Turner, executive vice president, CNN, that television shaped events in the Philippines. Coverage, he said, "was fed back here so quickly, and there was almost instant reaction from the pivotal figures in Washington." He added that CNN was also being fed to the Philippines so that Marcos supporters "knew that support was quickly eroding here. It fed on itself."

Betty Cole Dukert, a producer with NBC's *Meet The Press*, which interviewed a willing Marcos five times while he was in power, and twice in the last month, agreed with Turner. "I think they played a role," she said, referring to the media. "It should be remembered that Marcos himself has been a user of television all along. It takes two to tango and the question is whether he did himself in faster by using television." Added David Fuchs, a CBS News vice president: "I think it's been part of shaping it. You had a

Special Report



A BROADCAST AND CABLE RIGHTS RECORD

Baseball bats over \$300 million in 1986

With built-in escalator clauses in its television network rights contracts, and continued competitive bidding by media outlets on the local level, Major League Baseball and its 26 teams will accrue, for the first time in one season, more than \$300 million in rights payments. According to reports from league, team and media sources, combined network and local baseball rights payments will total more than \$320 million, up 14.7% over last year's total of almost \$279 million. ABC-TV and NBC-TV continue to pay the largest sums to the league under a six-year, \$1.2-billion

pact that extends through the 1989 season. ABC will pay about \$95 million this year, \$15 million more than it paid in 1985, and NBC will pay \$80 million this year, compared to about \$75 million it paid last year. CBS Radio will pay about \$6 million for its schedule of games, about what it paid last year. Thus, network payments for MLB rights this year will total about \$181 million, up 12.4%.

Local rights payments will climb 18.3% in 1986 to almost \$139.5

million. The eastern division teams of the American and National Leagues continue to generate higher local rights fees (which are often a combination cash payment and share of advertising revenues, including some barter arrangements) than their western division counterparts. The teams in the American League East will receive rights payments this year totaling almost \$45 million, up close to 16% over 1985. The National League East teams will receive a total of \$43.5 million, up about 15%. The American League West teams will be paid almost \$29.2 million, a gain of more than 25% over last year, and the teams in the National League West will receive more than \$22 million, up over 21.5%.

The network payments are distributed equally among the 26 teams through a central fund managed by the office of the baseball commissioner. This year, each team will receive almost \$7 million in payments from the networks. In addition to those payments, the league will distribute to all the teams, for the second year, what it has termed "compensatory" payments from the five teams whose games are carried by superstations into the television markets of other teams. Those teams are the Atlanta Braves (WTBS-TV Atlanta), Chicago Cubs (WGN-TV Chicago), New York Yankees (WPIX-TV New York), New York Mets (WOR-TV New York) and Texas Rangers (KTVT-TV Fort Worth). Combined, the payments from the five teams this year will total between \$8.5 million and \$9 million, with the Braves and Cubs paying the lion's share because their games are distributed to far more cable subscribers than the Mets, Yankees or Rangers.

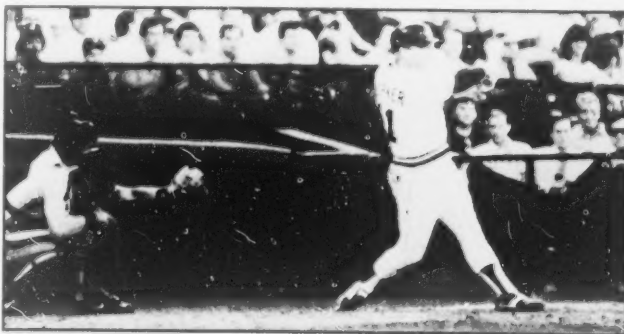
It was only two years ago that the league and its teams broke the \$200 million rights mark, principally due to a new network contract that tripled annual TV network rights for the league overnight. Since that time, all three networks have been outspoken about what they see as excessive rights payments and the inability to make an equitable return on their investments. As far as the MLB network package is concerned, most agree that NBC is in a far better position with its part of the package than ABC. ABC's problem has been that its prime time Monday night baseball games never caught on the way *Monday Night Football* did. In addition, while its rights fees have more than tripled under the new pact, it has cut back the number of regular season broadcasts from a high of 18 in 1982 to 11 last year, severely restricting its baseball inventory. By comparison, NBC carries 30 regular season games during its *Game of the Week* on Saturdays.

In January, however, ABC announced that it intended to expand its regular season baseball coverage considerably, up to 14 Sunday afternoon games—most of which would fill the spring program void left by the United States Football League's planned move to a fall schedule—and eight Monday night games. However, NBC has challenged ABC's right to broadcast any Sunday baseball games during the first two months of the season. NBC contends that its pact with the league gives it not only exclusive network rights to all regular-season Saturday games, but also exclusive rights for both Saturdays and Sundays during the first two months of the season. MLB executives have conceded that the contracts with both networks are vague enough to allow for different interpretations on the point. Having submitted their positions to the league, the networks are waiting for the commissioner to come up with a resolution.

But no matter how that situation is resolved, NBC appears to be in a much better situation to make money on baseball than ABC this year. Part of that stems from NBC's having the World Series this year and all of the games will, for the second year in a row, be in prime time. It is believed that NBC expects to charge about \$275,000 per 30-second spot during the World Series. Even if the series only runs for four of the seven possible games, at that rate, NBC stands to generate a minimum of \$46.75 million in net series revenue. If the series goes to all seven games, the network could make \$96.25 million in net revenue, which would more than cover NBC's 1986 rights payment of \$80 million. It is also believed that the network hopes to sell its 12 second-quarter regular season games for about \$44,000 per 30 and 14 third-quarter regular season games at \$33,000 per 30, as well as two prime time contests for at least \$80,000 per 30. At those rates, if the network sells out its schedule of 25 minutes per game, it would generate net revenue of close to \$49 million. ABC's baseball sales outlook will depend on how the league rules on the early-season Sunday games dispute. At risk is more than half the

inventory within the proposed 14 Sunday-game schedule, which is worth about \$23.8 million in net revenue if the network sells it out at its asking price of \$40,000 per 30. "We are proceeding under the assumption that we will be telecasting Sunday afternoon baseball," said Larre Barrett, vice president in charge of sports sales for ABC-TV. He said the sports division is looking at a number of program options in the event the league's ruling goes in favor of NBC. ABC will air eight Monday night games beginning June 30 with a rate card of \$75,000, up a little more than 5% from a year ago. If those games sell out at that price, they would yield about 25.5 million in net revenue. ABC also has the All Star Game this year, which is being sold at \$230,000 per 30, about \$10,000 more than NBC charged for it last year. If it sells out, the network would receive perhaps \$9.8 million in net revenue.

ABC also has the playoff games this year, scheduled to begin Oct. 7. Of the 14 possible games, nine are scheduled for prime time, three on weekdays and two during the day on the weekends. The asking rate for the prime time games is \$125,000 per 30; weekday day games are \$25,000, and weekend day games are \$75,000. If the games sell out (which they usually do) at the published rates, the playoffs would generate more than \$57 million in net revenue for ABC. Excluding the disputed Sunday schedule, ABC would appear,



at best, to be able to produce about \$93 million in net revenue from its baseball lineup this year, about \$2 million short of the scheduled rights payment. (That doesn't take into account production costs associated with the telecasts, estimated by one network source at \$100,000 for each daytime game and perhaps double that for each prime time game.). Thus, the league's decision on ABC's Sunday schedule appears to be a determining factor in whether the network can make a small return on its rights investment this year or will instead incur a substantial loss. Newly named ABC Sports President Dennis Swanson recently summed up his position on ABC and Major League Baseball coverage: "Boy, will I be glad when 1989 gets here."

NBC says it has sold more than 60% of its regular season schedule. "People buy on history," said Robert Blackmore, senior vice president, sales, NBC Television Network. "Baseball was strong last year," he added, noting that while the ratings were flat for the regular season, at 6.4/21, the male 25-54 demographic was up 10%. According to ABC's Barrett, the network's tentative Sunday schedule is "approaching 50% sold," while the sales effort for Monday night games, which don't begin until June 30, has not yet begun. "It's a little bit slower than we would like," said Barrett, "but there is a need for the gross ratings points that the USFL generated." He attributed the slowness in sales to the generally soft sales marketplace.

Sales pacing at the local level this year has varied so far, but more than one local sales executive reported softer than usual sales. "A lot of people are reevaluating their commitment to sports," said one executive in a major east coast market. "There are a lot of alternatives out there."

Several advertising categories have been affected by recent changes in the law and MLB's own regulations. President Reagan was expected to sign into law late last week or early this week a law banning smokeless tobacco advertising from the airwaves. The Television Bureau of Advertising estimated that for 1984, the latest figures available, that category amounted to about \$17 million in

AMERICAN LEAGUE EAST

Team	1986 rights	1985 rights	TV originator and affiliates	Radio originator and affiliates	Rights holders
Baltimore Orioles	\$ 6,000,000	\$4,000,000	WMAR-TV 8	WFBR 60-65	WMAR-TV holds TV rights; WFBR holds radio rights; Home Team Sports holds pay-cable rights
Boston Red Sox	4,600,000	4,200,000	WSBK-TV 6	WPLM 65	WSBK-TV holds TV rights; WPLM holds radio rights; New England Sports Network holds pay cable rights
Cleveland Indians	3,000,000	3,400,000	WUAB 2	WWWE 28	WUAB holds TV rights; WWWE holds radio rights
Detroit Tigers	4,400,000	4,000,000	WDIV 5	WJR 37	WDIV holds TV rights; WJR holds radio rights; Pro Am Sports holds cable rights
Milwaukee Brewers	3,500,000	2,200,000	WVTV 4	WTMJ 64	WVTV holds TV rights and Brewers retain radio rights
New York Yankees	15,500,000	14,000,000	WPIX(TV) 10	WABC 60	WPIX holds TV rights; Yankees retain radio rights; Sportschannel holds pay cable rights
Toronto Blue Jays	7,750,000	7,000,000	CTV-TV 52	CJCL 52	Labatt Breweries of Canada (45% owner of Blue Jays) holds TV rights; Telemedia Broadcast Systems holds radio rights; The Sports Network holds cable rights

AMERICAN LEAGUE WEST

California Angels	4,200,000	4,200,000	KTLL 15	KMPC English 28 XPRS Spanish	Angels retain TV and radio rights; XPRS Rosa-Rita (Tijuana) Mexico holds Spanish radio rights
Chicago White Sox	5,250,000	4,000,000	WFLD-TV 5	WMAQ 15	WFLD-TV owns TV rights; Team retains radio and cable rights
Kansas City Royals	2,000,000	1,400,000	WDAF-TV 18	WIBW 117	WDAF-TV holds TV rights; WIBW radio rights
Minnesota Twins	3,600,000	3,500,000	KMSP-TV 3	WCCO 60	KMSP-TV holds TV rights; WCCO holds radio rights
Oakland As	3,000,000	2,500,000	KPIX 8	KSFO 14 KBRG Spanish	KPIX holds TV rights; KSFO holds English radio rights; KBRG holds Spanish-language radio rights
Seattle Mariners	2,100,000	1,600,000	KIRO-TV 9	KIRO 20	KIRO holds TV and radio rights
Texas Rangers	6,000,000	6,000,000	KTVT 15	WBAP 115	KTVT holds TV rights; WBAP holds radio rights; Home Sports Entertainment holds pay-cable rights

NATIONAL LEAGUE EAST

Chicago Cubs	4,300,000	3,600,000	WGN-TV	WGN	Stations hold rights under agreement with commonly owned Cubs; Labatt Breweries holds TV rights; CFCF holds English radio rights; CKAC holds French radio rights; the Sports Network holds cable rights
Montreal Expos	8,000,000	7,500,000	CBC-TV English 43 French 12	CFCF 20 CKAC 22	
New York Mets	14,500,000	12,100,000	WOR-TV 6	WHN 22	Mets have partnership arrangements with broadcast originators; Sportschannel holds pay-cable rights
Philadelphia Phillies	9,100,000	8,500,000	WTAF-TV 2	WCAU 25	Originating stations hold broadcast rights; Prism holds cable rights
Pittsburgh Pirates	3,000,000	3,000,000	KDKA-TV	KDKA	Group W (KDKA-AM-TV) holds broadcast rights
St. Louis Cardinals	4,600,000	3,100,000	KSDK 15	KMOX 115	Originating stations hold broadcast rights; Sencor holds cable rights

NATIONAL LEAGUE WEST

Atlanta Braves	3,500,000	3,100,000	WTBS	WSB	WTBS is TV rights holder under agreement with commonly owned Braves; team retains radio rights
Cincinnati Reds	5,500,000	2,300,000	WLWT 16	WLW 81	WLWT holds TV rights; Reds retain radio rights
Houston Astros	3,400,000	3,200,000	KTXH	KTRH	KTXH holds TV; Astros retain radio rights; Home Sports Entertainment holds cable rights
Los Angeles Dodgers	4,600,000	4,000,000	KTTV	KABC	Dodgers retain broadcast rights, selling through Dodgers Radio and Television Network; Dodgers and Mfotromedia Television hold pay-TV rights jointly in Dodgervision pay-per-view venture
San Diego Padres	2,800,000	2,750,000	KCST 7	KFMB 6	Broadcast originators hold origination rights only; team holds rights to distribute broadcasts to regional networks; XEXX holds Spanish radio rights; Padres and Cox jointly hold pay TV rights
San Francisco Giants	2,750,000	2,750,000	KTVU 3	KNBR 7 KOFY	Broadcast originators hold rights

AL total	\$73,900,000	\$62,000,000
NL total	\$65,550,000	\$55,900,000
Majors total	\$139,450,000	\$117,900,000

Not included in the table are network payments for nationally broadcast games that total about \$181 million. ABC-TV—\$95 million, NBC-TV—\$80 million and CBS Radio—\$6 million.

spot and network revenues. The Radio Advertising Bureau estimated that for the first nine months of 1985 smokeless tobacco accounted for about \$1.5 million in spot dollars and \$1 million in network dollars. However, MLB lifted a ban that restricted three categories from advertising during game broadcasts—state lotteries, casino gambling and horse racing. According to TVB, state lotteries spent \$30 million in spot television in 1985, while horse racing advertising totaled about \$10.4 million. Casino advertising, TVB said, was included in the \$55 million hotel category. The figures were sketchier on the radio side, but the RAB reports a minimum \$3.9 million in spot radio dollars for both state lotteries and casinos for the first nine months of 1985 and no more than \$500,000 for horse racing in the same period.

As for baseball coverage by cable television, it appears that situation is still in flux. "We might still be in a shaking out period of finding out what works for cable and what works for baseball," said Bryan Burns, MLB's director of broadcasting. "We have had a number of unfortunate failures" in the past year, said Burns, referring to the folding last year of the TCI/Multimedia-Anheuser-Busch venture, SportsTime, after only one season. Also folding their tents were Sportsvue in Milwaukee and Home Sports Entertainment in Pittsburgh, although TCI, which owns the Pittsburgh cable system is currently negotiating for the cable rights to the Pirates games. A network in Cleveland for Indians games never got off the ground

after about three years of trying.

Those regional networks still in the business are concentrated in the top 10 markets, have more than one franchise to offer viewers and, in most cases, are offering service to at least a portion of their universe on a basic or tiered basis. "You have to be a year-round business" to succeed in regional sports networking, said Bill Aber, general manager of the Washington-based Home Team Sports, which serves the Baltimore and Washington markets. The exception, he added, is pay-per-view, which a number of baseball teams are experimenting with this year, including Cincinnati for the first time. Also, he said, many of those who failed may have entered the business with expectations too high. "It's the classic small business problem," he said. "Ninety percent wash out the first year."

Most of the surviving networks are offering some or all of their cable operator constituents the option to offer the service as a stand-alone pay channel, or as part of a pay tier or basic package. "I have taken the position that I have a finite number of people to do business with," said Aber. The trick is to work out some kind of arrangement with a substantial portion of those people, he said, "or go out of business." Some disagree with that philosophy however, including John Claiborne, general manager of the New England Sports Network, Boston. On basic cable, he said, a regional network "is just another form of over-the-air [television]" that detracts from the stadium's gate. "Pay does not hurt the gate," added Claiborne. "But there is a limit to how much the subscriber will pay."

A team-by-team breakdown follows:

Atlanta Braves

Ted Turner's Atlanta Braves will be seen as many as 150 times during the upcoming exhibition and regular season games on Ted Turner's superstation WTBS-TV Atlanta, which reaches 35 million cable homes via satellite in addition to homes in the Atlanta market. WTBS can't give a precise number of games because it's committed to airing 129 hours of the Goodwill Games from Moscow between July 5 and July 20, the heart of the baseball season. Coverage of the international games, which are being co-sponsored by Turner, could cause the preemption of some games and the delayed broadcast of others.

One thing the Braves are sure of is saturation radio coverage. According to Wayne Long, director of broadcasting, the Braves have again tapped WSBK-TV Atlanta to be the flagship of their radio network. This year the network will comprise between 120 and 125 stations, up about 10% from last season's 112. The network will carry five pre-season and all 162 regular-season games. WSB is also committed to airing an additional 15 pre-season games without the network.

The Braves' four returning announcers—Ernie Johnson, Skip Caray, Peter Van Wieren and John Sterling—will take turns in the radio and television booths.

Heading the list of radio advertisers are: Anheuser-Busch, Lancaster Chewing Tobacco, Coca-Cola, Delta Airlines, Century Insurance, Goody's Headache Powder and Taco Bell.

Among the television advertisers: Anheuser-Busch, Delta Airlines, Toyota, Canon, Red Man Chewing Tobacco and Eckerd Drug.

Baltimore Orioles

In addition to their periodic appearance on ABC and NBC, the Baltimore Orioles will be seen on television at least 125 times this season—40 times on WMAR-TV Baltimore and its network of eight other television stations and at least 85 times on Home Team Sports, the regional pay sports network. (WMAR-TV and HTS will also warm up its veteran announcing crews and viewers with five pre-season games each.)

For the eighth season, WFBK-TV holds the radio rights. The station and its network of 60-65 radio stations will air all 162 regular-season games as well as 12 pre-season outings. Independent Network Consultants, Rockville, Md., is putting the network together for WFBK.

Returning to the booth for WMAR-TV are Chuck Thompson (play by play) and former Oriole Brooks Robinson (color). For HTS, Mel Procter and former Oriole John Lowenstein will repeat as the announcers and Rex Barney and Tom Davis will again handle the pre-game and post-game duties. Former Oriole Jim Palmer and Mutual Broadcasting CNN talk show host Larry King will return to contribute color and commentary to the HTS telecasts on an "as-available" basis. Last year Palmer and King appeared 11 and 25 times, respectively. HTS expects them to make fewer appearances this year.

Some of the big advertisers WMAR-TV has lined up for 1986: Anheuser-Busch, Nissan, Provident Bank of Maryland, Bell Atlantic Yellow Pages, Maryland National Bank, Jerry's Chevrolet and Equitable Bank. WMAR-TV includes only four minutes of A-B spots per game in its network feed, giving affiliates 23 minutes of local ad time.

Strohs, Giant Food, Subaru Atlantic, Lennox Industries, Maryland State Lottery,

All-Star Dodge and All State Leasing are already on board for the HTS telecasts and Miller Brewing, Chevrolet, Amoco, Gwaltney Meats, Loyola Federal Savings and Loan and Jiffy Lube, for the WFBK broadcasts.

Boston Red Sox

WSBK-TV Boston will slightly increase the number of Red Sox games it will broadcast to 78, including three exhibition games. The Sox network carrying approximately 30 of the games has been expanded to six, with the addition of WNE-TV Hartford, Vt. (Burlington, Vt.-Plattsburgh, N.Y.) Stewart Tauber, WSBK-TV's assistant general manager said advertising arrangements are still being worked on, but that Anheuser-Busch will definitely be in the lineup. WSBK-TV's rights fees will be determined by a formula based on the ratings performance of the games.

The station's parent company, Storer Communications, is now in the fourth year of a cable sports channel partnership, the New England Sports Network (NESN), along with the Red Sox and the Bruins hockey team. It will carry 87 Red Sox games (the others are carried by WSBK-TV) to more than 90,000 subscribers, triple the number of subscribers last year, said John Claiborne, vice president and general manager of NESN. The monthly fee is going from \$8.95 to \$9.95 for the service, which is still not carried in Boston because the MSO Cablevision has an interest in a rival cable service, SportsChannel. Roughly 10% of NESN's revenue comes from advertising and on Red

Sox games that will include Polaroid, New England Ford and Toyota.

WFLA-TV, Plymouth, Mass., will continue to originate the radio broadcasts to a lineup of more than 64 stations. Budweiser continues to be a major sponsor.



California Angels

In 1986 the Angels home games will not be carried on a pay service. Last year, 13 Sunday games were broadcast by direct TV, a subscription TV service over WMLN-Los Angeles, but, according to Jeff Hays, senior vice president, marketing, for the club, the Selec TV contract was not renewed because the service could not guarantee enough subscribers. If a cable system would be established that could afford the rights, Hays said, the club would consider a pay service again.

On broadcast television, KTLA, which Angeles enters the fourth year of a five-year contract with the Angels in 1986. Radio coverage will be provided by the new KABC-Los Angeles. Both stations have carried the Gene Autry-owned ball club since 1961. Autry owns KABC and is the former owner (along with the Signal Company) in which he sold to Wometco in 1983. Cincinnati station of the Angels by the stations and the team has already featured a number of speeches by Autry and a large client party for owners.

This year, Spanish language radio coverage will be provided by WABC-Rosario Beach, Mexico/Tulsa.

KWBC executive vice president, Bill Warr, said that the sales pace this year is about 80% ahead of last year. Sponsors include Anheuser-Busch, Chevron and the Southern California Chevy dealers. KWBC will carry 136 games that will be carried on a network of 26 stations.

KTLA will cover two preseason and 43 regular-season games. Bob Sarr and Joe Torre will handle the play by play. Mike Eigner, vice president and general manager, said that sales were going "fairly well" and that the station was in the process of taking to a number of new clients. Returning as advertisers are Pacific Bell, Anheuser-Busch, Toyota and Mark C. Bloome Auto.



Chicago Cubs

WOWM Chicago will broadcast 162 regular season games and 12 exhibition contests this year. The team has arranged a regional network of 63 stations to carry the Cubs.

Wayne Vriesman, vice president and general sales manager, said sales are at least on a par with last year but said that a number of advertisers are on the verge of signing. Clients already in the fold include Heileman Brewing, True Value Hardware, Chevrolet Marathon Oil and Talmor Home Federal Savings. On the television side, WOL-TV will telecast 146 regularly scheduled games and four exhibition games. A regional network of 12 stations has been put together. Joseph T. Laudrich, vice president and general manager, said sales are outpacing 1985 with about two-thirds of the inventory sold. Among the more active advertisers signed are Budweiser, Pepsi-Cola, True Value Hardware, United Airliner, Union Oil, Buick and Buick.



Chicago White Sox

The White Sox express this year just how successful a regional franchise can be, particularly for an independent station trying to establish a good identity. WGN-Chicago, which Chicago was in the last year of a five-year deal with the team, but according to a team source, WGN is acquired by Mike Grant last year, came "hot and heavy" after the White Sox, trying to get the rights. But an owner negotiated a new five-year deal a year early, and in the process, more than doubled the team's total local affiliate network this year.

Without Chicago's little and year of its agreement with the team and Sports Illustrated.



Cincinnati Reds

Reds baseball will again appear on WWTN Cincinnati under a rights contract good through 1987. The contract has an escalator clause under which rights rose to \$2.5 million this year. WWTN has added three affiliates—Wormy, Louisville, Ky.; WOPR, Lima, Ohio; and WWTN, Toledo, Ohio—bringing its network to 16 affiliates. WWTN will carry 47 games and license 43 to the affiliates on a 50-50 barter basis. Its major sponsors include Anheuser-Busch and Toyota. This year the games will be called by the new team of Steve Physioc, the station's sports director, Joe Nuxhall, and Marty Brennaman.

The Reds are retaining the radio and cable rights, and WWTN Cincinnati will remain the flagship for its radio broadcasts. The games will be offered to 81 affiliates on a barter arrangement under which the stations will get about nine minutes for ads during each game. Nuxhall and Brennaman will continue as the radio announcers, juggling their radio chores with their new TV responsibilities. Major sponsors for the team are Anheuser-

Baseball's radio lineup

The CBS Radio Network enters its second year of *Game of the Week* broadcasts this season. Last year marked the first time a *Game of the Week* program appeared on network radio in nearly 30 years. The show proved to be a popular vehicle for both advertisers and stations last season. The weekly games are part of a five-year, \$32 million deal between CBS and Major League Baseball that extends through the 1989 season.

Like last year, the weekly broadcast schedule, which runs for 20 weeks, contains two games (one day and one night) every Saturday beginning with the Toronto Blue Jays at the Cleveland Indians and the New York Mets at the San Diego Padres on May 24. CBS also plans to air "important midweek contests" toward the end of the season.

Announcers for CBS Radio's baseball coverage are Brent Musburger, Dick Stockton, Lindsey Nelson, Johnny Bench, John Rooney, Curt Cowdy, Jerry Coleman, Bill White, Bob Murphy, Howard David and Ted Robinson, all of whom will be paired off on a rotating basis. And as an added feature, local team announcers will join the CBS crew during the fifth inning of each game.

In addition to airing weekly games, the exclusive CBS baseball rights pact includes the annual All-Star game, league championships and the World Series. Among the major sponsors for CBS's entire baseball schedule are Anheuser-Busch, Honda and State Farm Insurance. Advertisers can also choose between the summer package (*Game of the Week* and All-Star game) and the fall package (league championships and World Series).

Thus far, 125 stations have signed to air CBS's baseball coverage including outlets in seven of the top 10 markets. Last season, CBS had baseball carriage on some 220 stations.

are Anheuser-Busch, Marathon Oil, Chevrolet and Kahn's Meats.

The Reds are also offering 25 home games on a pay-per-view basis over Warner Amex Cable Communications' Cincinnati-area addressable cable system. Subscribers can buy the package of 25 home games for \$100, or view any one of those games for \$5.95.

WKBN-TV Youngstown. The announcers are Joe Tait and Jack Corrigan. Sponsors include Toyota and Burger King.

WWWE's radio network consists of 28 affiliates. Its announcers remain Herb Score and Steve LaMar. Major sponsors include Anheuser-Busch, Marathon Oil, Farmers Insurance and the Ohio Lottery.

other TV stations. He said that six other clients are expected to sign over the next few weeks.



Cleveland Indians

WUAB-TV Cleveland has signed a new three-year rights contract under a renewal clause in its old one with the Indians, a team that is for sale. It will broadcast 60 regular-season games, 45 of them away from home.

WWWE-AM Cleveland once again bought the radio rights and will be carrying 15 preseason and 162 regular-season games.

This year the radio and television rights went for \$3 million. It was said that the radio rights were up "considerably." One station official said the rights had risen so much that the station wasn't planning to bid for them next year.

This year for the first time WUAB is putting together a television station network. Thus far it has two affiliates—WUPW-TV Toledo and

Detroit Tigers

WOLV-TV Detroit spokeswoman, Eileen Wunderlich, said that Tigers games had the highest ratings and share of any major league baseball franchise last year, averaging a 22.46 in Arbitron. The station will originate 45 regular-season and five exhibition games (with the possible addition of a few second games of doubleheaders). Major sponsors will include Miller, Chevrolet, McDonald's, J.C. Penney, Kroger, Kentucky Fried Chicken, Republic Airlines, Pepsi-Cola, Sunoco, Michigan Bell and Goodyear. Once again WOLV will feed a network of five stations for the Tigers games.

WJRI-AM Detroit has a new five-year contract under which it originates all Tigers regular-season games, plus a minimum of 12 exhibition games. Also carrying the games are about 37 stations. Advertisers include Anheuser-Busch, Marathon Oil, Chevrolet, Security Bancorp, Michigan Lottery and Independence Health (a health maintenance organization).

Pro Am Sports Systems (PASS), a cable program network owned by John E. Fetzer, former owner of the Tigers, will distribute four preseason and 81 regular season games to more than 100,000 cable subscribers this year. William J. Wischman, executive vice president and general manager, said the Tigers receive a certain price per subscriber, counted against a guaranteed minimum rights fee.

Kansas City Royals

WDAF-TV Kansas City, Mo., in the second year of its three-year contract, is the originating station for a network of 18 stations. Two pre-season games with the Cardinals will be broadcast in addition to 45 regular season games—five more than last year when the Royals won the 1985 World Series. "Our network will carry more games than ever before," said Earl Beall, WDAF-TV vice president and general manager. "There is a strong interest in the Royals because of their successful year" last season.

Miller Beer is the major sponsor; other advertisers include Toyota, Midas Mufflers, Long John Silver, Safeway, Snapper tools, Research Hospital and United Super (supermarket chain).

Among the new things WDAF-TV is doing this year is sending a satellite uplink truck to the Royals spring training camp in Fort Myers, Fla., to beam back live reports for its 5, 6 and 10 p.m. local news. In addition, WDAF-TV has planned two prime time specials on the Royals, Beall said.

On the radio side, WIBW-AM Topeka, Kan., will lead a network of 117 stations in its first year of a three-year contract, according to Bob Fromme, general manager of the Royals Radio Network. In Kansas City the games will return to KMBZ-AM after a three-year association with KCMO-AM. Previously, the Royals had been heard on KMBZ for 15 consecutive years. Major sponsors for the radio network include Anheuser-Busch, Ford Automobiles, Farmers Insurance, John Deere, and for the 18th consecutive year, Guy's potato chips. Last year, WIBW purchased its own satellite uplink facility and the network supplied downlink dishes to all but about a dozen stations which already owned them. That, said Fromme, "worked beautifully."



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Houston Astros

All 162 regular and 25 exhibition games will be broadcast over KTRH-TV and will be transmitted to a network of at least 11 stations, probably more by the time the season begins. The Astros also are negotiating for Spanish-language coverage over a radio station in the Houston area. The key sponsor on radio will be Budweiser but other clients are Ozark Airlines, Kay Jewelry, Eastern Airlines and General Telephone.

KTRH-TV handles television coverage of the Astros schedule. A total of 81 games, 73 regular season, will be transmitted to 11

Los Angeles Dodgers

The Dodgers are entering the second year of three-year agreements with KTTV-TV and KABC-TV, both Los Angeles, and Metromedia's Dodgervision cable service. Each of the agreements involves sharing sales of advertising time. Merritt Willey, vice president of marketing for the Dodgers, said

that the team and the stations each sell time for pre- and post-game shows, while the club sells national sponsorships for the games themselves.

Now in its second year, Dodgervision through the Dodgers and Metromedia Television, will offer 25 home games for \$79.95 (down from \$85 for 20 games last year) or \$5.95 per game on a pay-per-view basis. Dodgervision now has approximately 40 cable systems, accounting for some 500,000 addressable homes, signed up. Sales of time within the cable broadcast are said to go "30% better" than last year. A variety of promotional giveaways have been offered as well to attract viewers.

Metromedia's new wide broadcast of games, Marty Bergman, general sales manager, said that sales were up 30% and would probably be up 50% from the year. Kivner Las Vegas will also broadcast the weekend games.

Along with broadcasting the games, Kivner will also air a variety of programs beginning in March from Spring Valley. George Green, vice president and general manager, said that the schedule has been sold out for months, and major advertisers include Clatsco and Motel One.

Spanish coverage will be heard on radio stations in Miami, Los Angeles, Houston, Tampa and Palm Beach, and California. Additionally, two Spanish Mexican will carry the full schedule and a variety of Mexican stations will carry Spanish broadcasts.

Milwaukee Brewers

WISN-TV Milwaukee will broadcast eight pre-season and 60 regular season games of the Brewers this year, an increase of 14 regular games over last year, said the station's general manager Al Lett. Two Wisconsin stations are new to the lineup, which are LaCrosse and WISN Madison, both start-up independents and both replacing affiliate stations that previously carried the games. "The independents have less trouble making room on their schedule for the games than do affiliates," said Lett. Major advertisers for the games so far include Miller, True Value Hardware, Taco Bell, Sentry Food Stores and Blue Cross.

The Brewers retain rights to the radio broadcasts, which will be aired over originating station WISN-TV Milwaukee and about 65 additional stations serving 49 markets, said Bill Haig, vice president broadcast operations for the Brewers. Major radio network advertisers will include Patco, Pepsi and Chevrolet. Milwaukee advertisers will include Amoco and Ariens lawn and garden equipment. Haig said all regular season games would be broadcast, along with 18 exhibition games.

Minnesota Twins

Broadcast television rights for the Minnesota Twins are held by United Television, a subsidiary of Minneapolis' St. Paul, which is in the second year of a four-year contract and this year will carry three preseason games starting March 9, followed by 66 regular season games (64 on the road, four at home). Although the club has been broadcasting the games since 1979, it only carried the games last year from Midwest Federal Savings & Loan. New Midwest, along with Midwest Bank and major advertisers, purchased the Star-Swift, which is vice president and general manager.

WISN-TV will be the second year of a three-year contract and will air two signed 60 stations in a regional network. Bob Hough, general sales manager, says that the game schedule for the network has sold out this time, and will end up to be sold out for the first time in 1986. WISN-TV will also carry the games on the 1986 schedule.

Baseball on the birds

Major League Baseball Productions is launching the Baseball Radio Newsatellite, a programming service for local stations that will include scores, player interviews and game actualities. It is being marketed exclusively by Public Interest Affiliates, a Chicago-based radio program supplier ("Riding Gains" Jan. 27).

The Baseball Radio Newsatellite is scheduled to begin April 7 (the 1986 season's opening day) and will offer two daily feeds. Monday through Friday, a 30-minute early morning feed designed as a news highlight service and a second 15-minute afternoon feed that can also run as a self-contained program called *Baseball Today*. There will also be a 45-minute feed at 12:15 p.m. (NYT) on Saturday and Sunday. All transmissions will be sent via Satcom I.R. Providing the satellite time for the collection and distribution of the new services programming will be IDB Communications, Los Angeles.

As for IDB, that firm is once again offering its Sports Satellite Interconnect for delivering (backhauling) radio broadcasts of away games back to the home city. Peter Hartz, IDB's vice president of marketing, reports that 22 of the 26 Major League Baseball team rights holders have signed for the service. IDB has transmit/receive earth stations in all of the MLB cities. Cost for both National and American League rights holders is \$465 per game for all 81 away contests during the regular season.

Hartz also said that IDB will backhaul some 200 baseball games from 24 different locations in Arizona and Florida during spring training.

regular-season contests plus an exhibition match against the University of Minnesota.

Major sponsors—"those with six figures"—include Anheuser-Busch, Farmers Insurance, John Deere (lawn and garden equipment), Dodge, Midwest Federal Savings & Loan and Hardware Hank (regional hardware chain). Houghton said there is an increase in the number of smaller advertisers seeking shorter schedules this year because of higher rates broadcasters must charge to cover rights fees. Houghton said he has 14 advertisers that bought a minute or less per game. "The problem is a lot of the smaller advertisers want exclusivity and we can't offer that. As evidence that smaller advertisers are seeking the most economical schedules, all the spots in the pre- and post-game shows are sold out."

Montreal Expos

Canadian brewer Labatts has replaced competitor Caring O'Keefe as the broadcast television rights holder for the Montreal Expos, signing a five-year deal. O'Keefe's contract was to terminate with the 1986 season, but the company relinquished its rights as it re-focuses its promotional and marketing efforts.

As with O'Keefe in previous years, Labatts will sell back the TV rights for a certain number of games to the Canadian Broadcasting Corp., which will carry the contests over both an English and French network. The CBC is expected to carry 28 games in English and 42 contests in French, said Pierre Gauthier, group vice president for the Montreal Expos.

For radio, on May 1 Montreal renewed its contract for another five years as the English rights holder. The station plans to transmit eight pre-season games and the entire regular-season schedule to a 20-station network all outside Quebec province. Major sponsors include General Motors.

Entering a new four-year pact for French radio rights is Telemedia Communications, which will transmit this season's games to a regional network of about 40 stations through its (KALW) Montreal. Some of the advertisers for the French broadcasts are General Motors, Goodyear and Coca-Cola.

Looking at cable, The Sports Network Toronto will be starting its second season of baseball coverage for the Montreal Expos as it enters the first year of a new two-year arrangement. TSN, which is owned by Labatts, will air five pre-season and 40 regular season games. It has a subscriber universe of 785,000.

New York Mets

Superstation WOR-TV New York, which has just been sold by RKO to MCA, will start its 24th consecutive year as the originator of New York Mets television broadcasts, a rights partnership arrangement it has had with the team since its inception in 1962.

The station, which sells the air time, is entering the last year of a five-year deal. Planned for 1986 are six preseason games and 87 regular-season contests (45 home and 42 away).

"Sales are very strong," said Peter Leon, WOR-TV vice president and general manager. All of last year's major advertisers are returning this year, Leon said. The list includes Budweiser, Nissan, Manufacturers Hanover, Burger King, Oldsmobile dealers, Ivory Soap, Lincoln-Mercury dealers, Bell Atlantic, General Cigar and Metropolitan Life Insurance Co.

WHN-TV New York, which has just been sold by Doubleday Broadcasting to Emmis Broadcasting, will be entering the first year of a new five-year pact. The station will feed a regional network, which is being set up by Rockville, Md.-based Independent Network Consultants, of some 22 stations. "That includes KODI-TV Honolulu each time Sid Fernandez pitches," said station vice president and general manager, Pat McNally, in reference to one of the Mets' potential starting pitchers for the 1986 season who is of Hawaiian descent. WHN will air 14 pre-season games in addition to all regular season contests.

Major sponsors on the radio side include Budweiser, Amoco, Polaroid, Chrysler-Plymouth dealers, the New York State Lottery, Members Only, Kahn Meats and A.C. Delco.

SportsChannel is entering the fifth year of a 30-year deal for the team's pay-cable rights and will carry 60 games, both home and away. Advertiser participation includes Anheuser-Busch, Manufacturers Hanover, Hertz, Toyota, Buick and TWA. The number of systems and fees are the same as those for the New York Yankees (see below).

Independent News broadcast from 7:30 p.m. to 7, where it would compete head-on with the network newscasts in New York.

(BROADCASTING, Feb. 17) A WPX spokesman said the station is still considering several options including showing the games on a "tape delay basis" and, possibly joining the contests "in progress" at 8 p.m.

There will be two new additions to WPX's announcing team this season. Joining long-time veteran announcers Phil Rizzuto and Bill White will be former major league pitcher Jim Kaat and former Yankees manager Billy Martin. Moving over to radio will be Spencer Ross, who will join Bobby Mercer and John Gordon.

For radio, talk-formatted WABC-AM is in its last year of a six-year agreement as the Yankees' originating station. The club retains the broadcast rights with Hackensack, N.J.-based Adler Communications handling game sales. WABC sells only pre- and post-game sales packages. Among the major sponsors in this category are Channel Home Centers, ADT (alarm systems), Nynex, Schaeffer beer, Long Island Savings, Ozark Airlines, Century Hardware, Krauszers (a New Jersey convenience store chain) and the New York State Lottery. Some of the pre-game inventory, according to Jim Haviland, station vice president and general manager, includes spots for "Yankee related features" in the Art Ross Jr. sports talk show which begins at 6 p.m. The station will air 19 pre-season games in addition to all regular

season contests.

On the cable side, SportsChannel is entering the fifth year of a 15-year agreement. Like last year, the cable channel will air 40 games, both home and away. SportsChannel is carried on 57 systems in the New York metropolitan area as well as the upstate New York region. SportsChannel is also viewed in parts of Connecticut through SportsChannel of New England.

Major SportsChannel advertisers include Anheuser-Busch, Toyota, Hertz, Manufacturers Hanover, TWA, Goodyear and Dodge. Phil Rizzuto and Bill White will work the cablecasts along with sportscaster Mel Allen and former Yankee star Mickey Mantle. According to a company spokesman, system operators pay SportsChannel \$4.50 per subscriber per month. Subscribers pay an average of \$8.50 per month for the cable service.

Oakland A's

The A's enter the second year of a three-year pact with CBS-affiliate KPXTV San Francisco this year. For every 25 minutes that KPXTV sells, the A's get to sell five. The 33 games that will be broadcast will be carried on both weekends and in prime time. There is no

New York Yankees

WPX-TV New York is entering its 36th consecutive year of New York Yankees baseball telecasts with plans to air four pre-season and 96 regular season games, the same as in 1985. Major sponsors in 1986 include Anheuser-Busch, Toyota and Dodge. The station holds the broadcast television rights and is in the second year of a three-year deal. However, it finds itself faced with a broadcast dilemma in the coming season due to the Yankees' decision to move the starting time of their night home games from 8 p.m. to 7:30 p.m. The station does not want to move its local weeknight

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cable coverage of the team in the San Francisco market.

Although Ann Miller, program director of the station said that the ratings for As games were "not spectacular" last year, this year's team is young and has a number of players the team feels could be stars. Promotion for the games will attempt to develop name recognition and "star quality" for the players. The TV station currently has two sponsors—Toyota and the Northern California Toyota dealers. A third is said to be close at hand.

KSFJ(AM) San Francisco is entering the second year of a three-year agreement that calls for sharing of promotion, marketing, merchandising and revenue. Jim Kline, vice president and general manager, said that the station's sales pace was "on schedule" with last year, perhaps a little ahead. In a market that is 16% hispanic, Spanish radio coverage will originate from KRGV(FM) Fremont.

the cable rights. TCI's John Sie said if the company secures the rights to some Pirate games, it intends to carry them on a "locally originated" channel with other forms of entertainment programming. Sie said that TCI was considering a sort of "hybrid" plan where the system would sell advertising on the channel and perhaps impose a subscriber fee as well.

San Diego Padres

"We are broadcasting four games this season in stereo," reports Steve Silverman, baseball producer for KIST(TV) San Diego, which will originate coverage of 51 Padres road games (including two preseason matches from Yuma). "That's a first for us." The NBC affiliate has been set up for stereo broadcasting since early last year. Silverman says the station will have five cameras and three tape replay units at each contest.

Play-by-play will be handled again this year by Jerry Coleman and Dave Campbell. Major sponsors signed by the station include Anheuser-Busch.

KIST will be operating on a one-year extension of a three-year contract, with negotiations under way for a new long-term deal.

In an unusual arrangement, the Padres pick up KIST's origination of its games for distribution to seven other broadcasters via its own television network. The stations are free to sell their own advertising within the games.

The Padres have also bought back distribution rights to their English-language radio coverage, although KFMJ(AM) San Diego continues to originate the programming.

"We're taking the radio in-house," said the team's newly named director of broadcasting, Jim Winters (previously with the Cincinnati Reds). "We're buying the rights to our games from KFMJ and selling the time ourselves. This is a first in the team's history." The Padres are selling all advertising within the games themselves, plus the pre- and post-game shows.

Anheuser-Busch is the prime in-game sponsor, to be joined by Chevrolet and Home Federal Savings & Loan. Coleman and Campbell will provide play-by-play, with Bob Chandler and Ted Lightner providing commentary when the former are on television.

According to KFMJ vice president and general manager, Paul Palmer, sale of spots in Padres-related programming, such as sports talk shows, "is going very well." He said promotion within talk programming began "right after the Super Bowl" and includes listener involvement tie-ins. "We are also doing concert promotions with the team," he said, "including the traditional main event with the Beach Boys, this year on May 18 after the Montreal game."

Cox Cable will jointly produce pay-per-

view coverage with the Padres for distribution on its San Diego system and nearby franchises operated by Southwestern Cable and American Television & Communications. A total of 41 home games will be shown in the arrangement in 1986, its third successive year. "It's been tremendously successful," reported Kathleen Tyner, an assistant to the Padres' Winters. Chandler and Lightner provide play-by-play commentary.

KEXD(AM) Tijuana, Mexico, has signed a new three-year contract for continuation of its Spanish-language coverage, primarily feeding other stations in Mexico.

San Francisco Giants

Oakland's KTVU(TV) is in the third year of a five-year contract with the Giants for local coverage of the San Francisco team. Program manager Caroline Class expects to originate 31 games this year, give or take one. No exhibition games are slated and the first broadcast is set for April 8.

Miller Beer and the Northern California Toyota dealers are among the returning sponsors.

Miller Beer and the Northern California Toyota dealers are among the returning sponsors.

According to Class, coverage will be "pretty much the same thing as we've done for a long time, the same number of games, the same breakdown of teams and the same format." Gary Park is expected to continue as play-by-play announcer.

According to San Francisco Giants spokesman Mike Shapiro, the team will offer pay cable coverage this season for the first time under a recently-signed agreement with San Jose-based Gill Cable. The Giants will co-produce a 45-game package with Gill for distribution on the Gill-operated Bay Area Interconnect, which distributes regional programming to systems owned by Western, Viacom and Gill Cable throughout the San Francisco Bay Area. Subscribers may view the games in any of four configurations: a "full season" ticket of 45 games (\$154), a 22 "night game only" package (\$99), a mix of 22 night and day games (\$99) and on a pay-per-view basis (\$5.95 each). All fees are suggested retail prices. One pre-season game will kick off the partnership on April 6.

Jay Barrington, KJLH(AM) San Francisco sports director, is coordinating radio origination this year of the team's 152 home and 13 pre-season games. A major outdoor billboard campaign is among a number of client and listener promotions being planned.

Hank Greenwald has provided radio play-by-play in the past but it was not known last week whether he would continue this year.

Broadcast origination of the Giants was

Philadelphia Phillies

WTAF-TV Philadelphia is entering the third year of a contract that runs through 1992. Taft Broadcasting, which owns the station, also owns between 40% and 50% of the Phillies. The station will carry 90 games (68 road, 17 home and five exhibition), more than it has ever aired. Almost 40 of the games will feature a 30-minute pre-game show. WCAU(AM) there will again carry the team's full slate of games on radio.

Prism, one of the few remaining pure pay regional sports cable networks, will carry 26 home games and nine away games. Prism now has 364,000 subscribers and has carried Phillies games since its inception in 1976.

Pittsburgh Pirates

KDKA-AM-TV, which have been carrying Pirates games since 1955, are both entering the final year of two-year pacts. But both have an optional third year. The radio station will carry the team's full schedule, while the television station, a CBS affiliate, will carry 40 games this year (including three home games), 34 of which will be aired in prime time.

With the demise of Home Sports Entertainment in Pittsburgh before the start of last season, the Pirates have been without a cable deal. TCI, however, which owns the Pittsburgh cable system, confirmed last week that it is negotiating with the team for

somewhat unresolved until recently in the wake of aggressive (but thus far unsuccessful) attempt by owner Bob Lurie to get his team out of the windswept Candlestick Park. The Giants will stay put for at least the coming season.



Seattle Mariners

KIRO-TV Seattle will have a package of 162 regular-season and 20 exhibition games this year. The station has put together a regional network of about 20 stations in Oregon, Montana, Idaho and Alaska. Bill Ahnerson, local sales manager, is pleased with the progress of sales, pointing out that Seattle for its size, has a large assortment of professional sports competing with baseball for advertising dollars. On the client roster for 1986 are Chevron, Farmer's Insurance, Pepsi-Cola, Puget Power, GTE and Mazda.

Mariners baseball has a new originating TV station this year—KIRO-TV. It will telecast 37 regular-season games and some exhibition contests. Glen Wright, vice president and general manager, said a regional network has lined up stations in Portland, Ore., Anchorage, Spokane, Wash., Boise, Idaho, and Yakima, Wash. Among the

advertisers signed for KIRO-TV's coverage are Budweiser, Toyota, Midas Mufflers and Snapper mowers.



St. Louis Cardinals

The Cards games will be broadcast over KMOX-TV St. Louis in a package of 162 regular-season contests and a number of exhibition games. A regional network of about 115 stations will carry the Cards schedule.

Bob Hyland, regional vice president, CBS Radio, said sales are progressing well and listed these major advertisers: Chevrolet, Anheuser-Busch, Amoco, Ozark Airlines, True Value, McDonald's, TWA and the Carrier Corp.

Television coverage of the redbirds will be by KSOX-TV, which will celebrate its 24th year telecasting the games. William Bolister, vice president and general manager, reports that sales are "moderate" because of the multiplicity of sports programming in the market. Principal advertisers are Krogers, Toyota, McDonald's, TWA and Midas. KSOX will be telecasting between 44 and 50 games and will feed them to a network of about 15 stations.

There will be pay television coverage of about 50 Cards home games by Cencom Cable Associates. Scott Widham, general manager of Cencom, said systems with almost 200,000 subscribers have signed for the coverage.



Texas Rangers

Gaylord Broadcasting's KTVT-TV Fort Worth is entering the second year of a five-year deal as broadcast rights holder for the Rangers. The rights pact is part of an overall agreement whereby Gaylord purchased 35% of the club. (Eddie Giles still owns the remaining shares).

KTVT will air 50 away games during the regular season, a portion of which will be picked up by a five-state regional network of 15 stations. KTVT plans no preseason games.

Major TV advertisers for the 1986 season include: Budweiser, the principal beer sponsor; Delta, Toyota, True Value Hardware, Dr. Pepper, Absorbine Jr. and Canon cameras.

On the radio side, WSAW-AM Fort Worth will begin its 13th consecutive year of Rangers broadcasts as it enters the second year of a



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four-year rights deal. WBAP will also serve as the originating station for a regional network of 10-12 stations that will include WCCF(AM) Punta Gorda, Fla., site of the Rangers spring training camp. Some of the station's radio sponsors are Budweiser, True Value, Dr Pepper, Coca-Cola, GTE and Delta, all of which are returning advertisers. "There are also a number of new advertisers coming on board," said Mike O'Donnell, director of sports sales for WBAP.

Home Sports Entertainment, a division of the Houston Sports Association, holds the pay-cable rights. The cable network plans to air 60 home games. They will be carried on 85 systems in a five-state area—although the majority are in Texas—with a subscriber universe of about 170,000.

Toronto Blue Jays

Telemedia Broadcast Services is beginning the first year of a new four-year contract to broadcast the Blue Jays over a 52-station network from originating station CJCL(AM) Toronto. In the second year of coast-to-coast coverage (previously, broadcasts were confined to Ontario province), TBS will carry seven preseason games and 162 regular-

season games. Len Bramson, TBS president, said that major sponsors include McDonald's, Coca-Cola, Duracell batteries, Champion spark plugs, Labatts and the Canadian Imperial Bank. Bramson said that advertising on the radio network was up about \$800,000 over last year, in part because TBS increased its rates from \$40,000 a 30-second spot to \$60,000. "It's the biggest show in Canada."

Television broadcast rights for the Blue Jays are held by Labatts brewery, which also owns 45% of the team. The games will be broadcast over the CTV network. Cable rights are held by the The Sports Network, a Toronto-based pay sports network that will carry 40 regular-season games. TSN has just under 800,000 subscribers.

Technology

HDTV in sharp focus at Prague meeting

International broadcast unions develop mixed final document on HDTV, which cites wide support of production proposal but notes continued uncertainty of some key European nations and others

A world standard for high-definition television studio systems received a boost of sorts at a gathering of nine international broadcast unions in Prague Feb. 17-23.

The Interunion meeting, attended by 200, including representatives of U.S. TV networks, developed a mixed final document on HDTV, recognizing both the extensive support for a U.S.-backed HDTV proposal, and the continued uncertainty among some key broadcasters in Europe and elsewhere ("Closed Circuit," Feb. 24).

It was the first such conference of the organizations since a 1983 event in Algiers, and a total of 20 technical recommendations were developed in areas such as digital television tape recording, satellite broadcasting of HDTV and international auxiliary frequency standards. Television and radio programming and legal issues were also discussed.

The meeting was not the last or most important arena for HDTV considerations—conclusive discussion of the HDTV question is set for next May's plenary meeting of the CCIR (International Radio Consultative Committee) in Yugoslavia—but some viewed it as a possible indicator of sentiment on the issue prior to the final CCIR deliberations.

In the end, much of the tone of the groups' final HDTV resolution reflected that of the CCIR proposal, which cites parameters of a Japanese-originated HDTV production technology with 1,125 horizontal lines, a 16:9 aspect ratio and a 60 hertz field rate with interlace scanning. (The parameters themselves were not included as part of the Inter-

union recommendation as some parties had originally requested, but only within an annex to the document.)

The groups, eight of which approved the document, cited the "widespread support" received by the proposal, and noted the ad-

vantages of a single HDTV world standard and the "broad applications [and] urgent demand" for the technology. The groups also expressed concern that postponement of a decision on an HDTV studio standard would "most probably" lead to the establishment of

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Miller. And with the cash beginning to role in from Embassy's *Facts of Life*, Coca-Cola executives are already betting that Embassy will be the largest contributor to EBS's operating income this year.

Although theatrical film releases have been the largest contributors to EBS's operating revenues (passing the \$1-billion mark in 1985), more than half the profits have come from the off-network syndication of television series. Last year, Columbia Pictures Television had operating income in excess of \$100 million, said Vincent, with *Carson's Comedy Classics* and first-run episodes of *What's Happening Now!* the major contributors. After income from theatrical releases and other operations are added and overhead and corporate charges are accounted for, the Entertainment Sector saw its operating income increase 33% to \$161 mil-

lion. Profit margin was a handsome 15%.

Those at the top of Coke's entertainment business are not old-boy show business executives who started out as agents or producers. Indeed, they are mostly low-key, very button-down Wall Street lawyers or businessmen who came to the business later in their careers after rising to senior levels in other, unrelated areas. It is the only major studio to keep its headquarters in New York.

Vincent came into the business after having served as a director of finance with the SEC in Washington and, before that, as a securities lawyer with a Washington law firm. He joined Columbia Pictures in 1978 at the invitation of Herbert Allen, the New York investment banker whose firm was a major stockholder in Columbia Pictures. Richard Gallop, president and chief operating officer of Columbia Pictures Industries,

practiced corporate law on Wall Street before serving as Columbia's outside legal counsel to help fend off Kirk Kerkorian's takeover fight for Columbia Pictures. Classmates at Williams College, Gallop and Vincent occasionally crossed paths after they went to different law schools (Vincent to Yale; Gallop to Harvard). Gallop finally moved in-house to Columbia in 1981 as senior vice president and general counsel.

Frank Biondi, former HBO president and chairman, who joined Coca-Cola as executive vice president of its Entertainment Business Sector 13 months ago, describes Coca-Cola strategy as "essentially financially based." The parent company in Atlanta wants to see steady growth in both absolute earnings at the operating level and return on investment—pretty traditional criteria. Says Vincent: "We are not buyers and sellers of

NBC's regular schedule powers it to another win

NBC won another rating victory during the week of Feb. 17-23, helping it to hold its February sweeps lead. According to Nielsen, NBC had a 17.5 average rating for the week and a 27 average share. CBS had a 17.1/26 and ABC a 15.4/24. By week's end, NBC had an 18/28 in the Nielsen sweep averages, while CBS and ABC trailed with 17.6/27 and 14.8/23, respectively.

NBC relied on its regular programming for its win. Of NBC's special sweeps programming, only the theatrical "Flashdance" (18/27) received respectable numbers, although it finished third in its time period. NBC's Sunday movie, "The Fifth Missile," scored a poor 14.7/22. CBS received a 19.6/30 for "One Terrific Guy," its *CBS Tuesday Night Movie*, and a 22.9/35 for the first part of "Blood and Orchids," its Sunday-night *Special Movie Presentation*, which ranked eighth for the week.

Two of NBC's Saturday series recorded season-to-date highs: *Golden Girls* (25.2/41) and *227* (22.2/37). And the network got another strong showing from its Thursday lineup. *The Cosby Show*, featuring a guest appearance by Stevie Wonder, scored a 36.4/53, to rank first for the week. *Remington Steele* appeared on NBC's schedule twice during the week. In its final Tuesday appearance, from 10 to 11, it scored a 13.8/22, and in its new Saturday 10 to 11 slot, it improved to a 15.6/28.

CBS turned in strong performances on Monday (the closest ratings finish among the three networks during the week), Friday (despite a 15th-place finish for *Dallas*), and Sunday (with third- and fourth-place finishes for *Murder, She Wrote* and *60 Minutes*).

ABC continued to see improvement in *Dynasty*, which finished ninth for the week. It also got strong numbers on Tuesday with the 10th- and 13th-rated *Who's the Boss* (22.3/32) and *Growing Pains* (22/32), from 8 to 9. And on Thursday from 9 to 10, *Dynasty II: The Colbys* (16.2/23)

outranked CBS's *Simon and Simon* (15.7/23) for the first time this season. Both shows, however, finished behind NBC's two comedies from 9 to 10, the sixth-ranked *Cheers* (23.4/34) and 14th-ranked *Night Court* (20.9/30).

■ NBC scored a 17.7/26 on Monday edging CBS (17.4/26) and ABC (17.2/25). What lifted NBC above the competition was the second strong showing in two weeks of *TV Bloopers and Practical Jokes* (17.2/25), from 8 to 9.

■ ABC won Tuesday by winning the night's first two hours. CBS won from 10 to 11 with the second hour of "One Terrific Guy."

■ In ABC's Wednesday win (19.3/30), *Dynasty* (22.8/34) and *Hotel* (19.8/33) ranked ninth and 17th, respectively. NBC was second for the night with a 17.4/27, on the strength of the 12th-ranked *Highway to Heaven* (22.2/33) from 8 to 9.

■ Following NBC's winning 8-to-10 Thursday comedy block, the second part of a two-part *St. Elsewhere* scored a 16.5/26, to come in third in the time period. NBC had a 24.2/36 for the night over all.

■ CBS again carried Friday with *Dallas* (20.8/32), despite its 15th-place ranking for the week. CBS had a 17.5/28 for the night, compared to a 16/26 for NBC. From 8 to 9 on NBC, *Misfits of Science* (10.9/18) made its final appearance before going on hiatus.

■ NBC, with record numbers from 9 to 10 on Saturday with *Golden Girls* and *227*, scored 19.2/33, was almost seven points above CBS's 12.6/21 for the night over all.

■ NBC's "Fifth Missile" ranked third from 8 to 10:30, and second from 10:30 to 11 on Sunday Part 1 of "Crossings" on the *ABC Sunday Night Movie* had a 17.5/27 to rank second behind "Blood and Orchids." With a 24.6/37, CBS's Sunday was the week's highest-ranked night.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	36.4/53	34.	Flashdance	NBC	18.0/27	47.	St. Elsewhere	NBC	14.0/24
2.	Family Ties	NBC	31.0/40	35.	A Team	NBC	17.6/23	48.	Spenser: For Hire	A&T	13.0/23
3.	Murder, She Wrote	CBS	20.4/26	36.	Crossings, pt. 1	NBC	17.0/27	49.	Knight Rider	NBC	13.0/21
4.	60 Minutes	CBS	20.0/43	37.	Home a-Break	NBC	17.0/23	50.	Remington Steele	NBC	13.0/22
5.	Golden Girls	NBC	20.2/41	38.	Webster	ABC	16.9/28	51.	Love Boat	ABC	13.1/24
6.	Cheers	NBC	22.4/34	39.	227	ABC	22.2/37	52.	Regulator	CBS	13.0/22
7.	Miami Vice	NBC	22.0/28	40.	TV Toppers 2nd Season	NBC	17.0/23	53.	Jefferson Clarke	ABC	12.0/20
8.	Blood & Orchids, pt. 1	CBS	22.0/35	41.	Mr. Teflon	ABC	17.0/27	54.	Alfred	CBS	12.7/22
9.	Dynasty	ABC	22.8/34	42.	Queen of Mrs. King	CBS	17.0/23	55.	Welcome Home, Bobby	CBS	12.0/21
10.	Who's the Boss	ABC	22.3/32	43.	Baker Street	CBS	16.0/27	56.	Mary	CBS	12.0/18
11.	227	NBC	22.2/37	44.	St. Elsewhere	ABC	20.0/29	57.	Mayaguez	CBS	12.0/18
12.	Highway to Heaven	NBC	22.2/33	45.	Dynasty II: The Colbys	ABC	16.2/23	58.	Once Upon A Fox	CBS	11.7/17
13.	Growing Pains	ABC	22.0/32	46.	Baywatch	CBS	16.0/20	59.	Martin	NBC	10.8/18
14.	Night Court	NBC	20.9/30	47.	Dynasty Musical Hour	NBC	16.0/21	60.	Oliver Queen	NBC	10.7/16
15.	Dallas	CBS	20.8/32	48.	Uncle Mac	NBC	16.0/21	61.	1600 hrs. Movie	ABC	10.4/10
16.	Kate & Allie	CBS	20.0/28	49.	Simon & Simon	CBS	15.7/23	62.	Trapper John, M.D.	CBS	10.0/16
17.	Hotel	ABC	19.8/33	50.	Seminar	NBC	15.0/22	63.	Doogie Howser	NBC	10.0/16
18.	One Terrific Guy	CBS	19.6/30	51.	Magnum, P.I.	CBS	14.0/24	64.	Home Free	ABC	9.6/16
19.	Facts of Life	NBC	19.4/25	52.	MacGyver	ABC	13.0/23	65.	Back Back Show	ABC	9.0/10
20.	Moonlighting	ABC	18.0/28	53.	Hardcastle & McCormick	ABC	13.0/22	66.	Demetri	ABC	8.6/14
21.	Knot Landing	CBS	18.0/23	54.	Daily Double Movie	ABC	12.0/23	67.	Phil Gray	ABC	7.7/12
22.	Newhart	CBS	18.0/27	55.	Twilight Zone	CBS	12.0/24	68.	Super's Super Hour	ABC	6.9/10
23.	Choices	ABC	16.1/27	56.	Fifth Missile	NBC	14.7/22				

*Indicates premiere episode.

42nd St., New York 10036. Principal is owned by Reynold Anselmo (23.899%), Frank L. Fouce (25.406%), Emilio Azcarraga (20%) and 25 others. It is New York-based owner of seven TV's. Filed Feb. 12.

■ Denver—Mountain States Telecasters seeks ch. 59, ERP vis. 5,000 kw; aur. 500 kw; HAAT 1,646 ft.; ant. height above ground: 97.5 ft. Address: P.O. Box 984, Little Rock, Ark. 72203. Principal is equally owned by Dr. George S. Flinn and Jimmy C. Cowser. Cowser owns CP for LPTV in Little Rock, Ark. Flinn's brother, Fred, owns CP for new AM in Arlington, Tenn. Filed Feb. 12.

■ Denver—Sky High Telecommunications Co. seeks ch. 59, ERP vis. 5,000 kw; aur. 500 kw; HAAT 1,176 ft.; ant. height above ground: 75 ft. Address: 2680 S. University Blvd., 80210. Principal is owned by Rochon Dibble (5% ownership) (100% voting stock) and Carver L. Henry and Harold Dutton (47.5% voting stock). Henry owns WQCK(FM) Baton Rouge, La. Dutton has interest in KTHV-TV Alvin, Tex. Filed Feb. 12.

■ Denver—Amador Broadcasting Ltd. seeks ch. 50, ERP vis. 5,000 kw; aur. 500 kw; HAAT 960 ft.; ant. height above ground: 190 ft. Address: 2791 South Linley Ct., 80236. Principal is owned by Richard Amador, who has no other broadcast interests. Filed Feb. 12.

■ Denver—Continental Divide Television Partners seeks ch. 59, ERP vis. 5,000 kw; aur. 500 kw; HAAT 2,088.7 ft.; ant. height above ground: 137.5 m. Address: 4700 W. 6th St., 80204. Principal is owned by William R. Greenwood and Larry E. Elam-Floyd. It has no other broadcast interests. Filed Feb. 12.

■ West Milford, N.J.—Family Stations Inc. seeks ch. 59, ERP vis. 5,000 kw; aur. 500 kw; HAAT 2,000 ft.; ant. height above ground: 1,481 ft. Address: 290 Hegenberger Road, Oakland, Calif. 94621. Principal is nonprofit corporation headed by Harold Camping. Filed Feb. 11.

■ West Milford, N.J.—New Jersey Hispanic Educational Television Corp. seeks ch. 59, ERP vis. 5,000 kw; aur. 500 kw; HAAT 521.5 ft.; ant. height above ground: 176 ft. Address: 664 Gregory Ave., Clifton, N.J. 07011. Principal is nonprofit corp. headed by Delia Murphy, Adolfo Carrion, Adelo Murphy and Simon Castillo. It has no other broadcast interests. Filed Feb. 12.

■ Morehead City, N.C.—Local Television Associates Inc. seeks ch. 8, ERP vis. 316 kw; aur. 31.6 kw; HAAT 1,965 ft.; ant. height above ground: 1,960. Address: 608 Ann St., Beaufort, N.C. Principal is owned by John W. Gainey and Clawson A. Hicks (45% each) and Frederick J. McCune (10%). It has no other broadcast interests. Filed Feb. 11.

■ Blacksburg, Va.—Southwest Virginia Television seeks ch. 65, ERP vis. 5,000 kw; aur. 500 kw; HAAT 876.2 ft.; ant. height above ground: 300 ft. Address: 405 Washington Ave., Vinton, Va. 24179. Principal is equally owned by Ann Cranwell, her sister-in-law, Susan, and her aunt, Carol, and Howard Hale. It owns CP for new TV in Roanoke and intends to operate station as satellite. Filed Feb. 11.

■ Blacksburg, Va.—New River Communications Inc. seeks ch. 65, ERP vis. 5,000 kw; aur. 500 kw; HAAT 2,088 ft.; ant. height above ground: 126 ft. Address: 2502 Capistrano Dr., 24060. Principals are Birdie Harston Jamison and Dr. Johnnie Miles. It has no other broadcast interests. Filed Feb. 11.

Facilities Changes

Applications

AM's

Tendered

- WAYD (1190 kHz) Ozark, Ala.—Seeks CP to change freq. to 1200 kHz and increase power to 10 kw. App. Feb. 24.
- KIAM (1270 kHz) Nenana, Alaska—Seeks mod. of CP to change freq. to 630 kHz. App. Feb. 18.
- WRHC (1550 kHz) Coral Gables, Fla.—Seeks CP to change freq. to 1560 kHz; increase day power to 50 kw, increase night power to 4.4 kw, and change TL. App. Feb. 21.
- KTOL (1280 kHz) Lacey, Wash.—Seeks CP to change city of lic. to Lacey-Olympia, Wash. App. Feb. 24.

Accepted

- WIXC (1140 kHz) Hazel Green, Ala.—Seeks MP to make changes in ant. sys. App. Feb. 24.
- KWBE (1450 kHz) Beatrice, Neb.—Seeks CP to make changes in ant. sys. App. Feb. 21.
- KRMG (740 kHz) Tulsa, Okla.—Seeks MP to augment

nighttime modified standard radiation pattern. App. Feb. 19.

■ KSDN (930 kHz) Aberdeen, S.D.—Seeks CP to make changes in ant. sys. App. Feb. 18.

■ KNKK (800 kHz) Brigham City, Utah—Seeks CP to make changes in ant. sys. App. Feb. 19.

FM's

Tendered

■ WPBX (91.3 mhz) Southampton, N.Y.—Seeks CP to change ERP to 2 kw and change HAAT to 154.82 ft. App. Feb. 19.

Accepted

■ KZZZ (94.7 mhz) Kingman, Ariz.—Seeks mod. of CP to change TL, change ERP to 45.709 kw, and change HAAT to 2,491.88 ft. App. Feb. 21.

■ KKLJ (98.7 mhz) Phoenix—Seeks CP to change TL, change ERP to 29.5 kw, and change HAAT to 631.6 ft. App. Feb. 19.

■ KDKJ (95.1 mhz) Oakdale, Calif.—Seeks mod. of CP to change ERP to 29.5 kw and change HAAT to 631.6 ft. App. Feb. 19.

■ KMIJ (98.3 mhz) Turlock, Calif.—Seeks CP to change ERP to 2 kw. App. Feb. 21.

■ WJIS (88.1 mhz) Bradenton, Fla.—Seeks mod. of CP to move main SL outside community of lic. App. Feb. 20.

■ WYBZ (105.5 mhz) Mary Esther, Fla.—Seeks mod. of CP to change TL and change HAAT to 528 ft. App. Feb. 19.

■ WJGA-FM (92.1 mhz) Jackson, Ga.—Seeks CP to change ERP to 2.15 kw and change HAAT to 375 ft. App. Feb. 19.

■ WNUJ-FM (89.5 mhz) De Kalb, Ill.—Seeks mod. of CP to make changes in ant. sys. App. Feb. 24.

■ KEZT (104.1 mhz) Ames, Iowa—Seeks CP to change TL and change HAAT to 1,008.93 ft. App. Feb. 21.

■ WBIF (105.5 mhz) Bedford, Ind.—Seeks mod. of CP to change TL. App. Feb. 19.

■ WKDQ (99.5 mhz) Henderson, Ky.—Seeks mod. of CP to change ERP to 100 kw. App. Feb. 20.

■ WOJX (89.7 mhz) Louisville—Seeks CP to change ERP to 24 kw and operate non-DA. App. Feb. 20.

■ WAKH (105.7 mhz) McComb, Miss.—Seeks CP to change TL. App. Feb. 21.

■ KCWA-FM (89.9 mhz) Arnold, Mo.—Seeks mod. of CP to make changes in ant. sys. App. Feb. 20.

Summary of broadcasting as of October 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,946	418	4,364
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
UHF LPTV	134	136	270
Total LPTV	364	210	574
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	208	7,638
UHF translator boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KPQX (92.5 mhz) Havre, Mont.—Seeks CP to change ERP to 95.67 kw and make changes in ant. sys. App. Feb. 19.

■ WPST (97.5 mhz) Trenton, N.J.—Seeks CP to change ERP to 50 kw and change HAAT to 429.68 ft. App. Feb. 28.

■ WBLK-FM (93.7 mhz) Depew, N.Y.—Seeks mod. of lic. to move main SL to 712 Main Street, Buffalo, N.Y., outside community of lic. App. Feb. 18.

■ WKRR (92.3 mhz) Asheboro, N.C.—Seeks mod. of CP to make changes in ant. sys. App. Feb. 19.

■ WWMZ (98.3 mhz) Fredericktown, Ohio—Seeks mod. of CP to change TL, change ERP to 2 kw, and change HAAT to 389.99 ft. App. Feb. 21.

■ WYNT (95.9 mhz) Upper Sandusky, Ohio—Seeks mod. of CP to change TL and change HAAT to 298 ft. App. Feb. 19.

■ KRAV-FM (96.5 mhz) Tulsa, Okla.—Seeks mod. of CP to change TL, change ERP to 96.2 kw, and change HAAT to 1,326.76 ft. App. Feb. 19.

■ WHYL-FM (102.3 mhz) Carlisle, Pa.—Seeks mod. of CP to make changes in ant. sys. App. Feb. 21.

■ WHTX (96.1 mhz) Pittsburgh—Seeks CP to install aux. sys. App. Feb. 20.

■ WDXZ (104.5 mhz) Mount Pleasant, S.C.—Seeks CP to change ERP to 28 kw and change HAAT to 656 ft. App. Feb. 21.

■ KSDN-FM (94.1 mhz) Aberdeen, S.D.—Seeks CP to change ERP to 100 kw and change HAAT to 438 ft. App. Feb. 21.

■ KGLF-FM (103.3 mhz) Freeport, Tex.—Seeks mod. of CP to change HAAT to 993.84 ft. App. Feb. 21.

■ KLIG (100.3 mhz) Lamesa, Tex.—Seeks mod. of CP to change TL and change HAAT to 1,000 ft. App. Feb. 19.

■ WMJR (107.7 mhz) Warrenton, Va.—Seeks CP to change TL, change ERP to 45 kw, and change HAAT to 514.96 ft. App. Feb. 20.

■ KQQQ-FM (104.9 mhz) Pullman, Wash.—Seeks CP to change TL, change ERP to 50 kw, and change HAAT to 1,669 ft. App. Feb. 21.

■ WAEZ-FM (106.3 mhz) Milton, W.Va.—Seeks CP to change ERP to 260 kw and change HAAT to 1,091.58 ft. App. Feb. 21.

■ WPBB (100.1 mhz) Romney, W.Va.—Seeks mod. of CP to change TL, change ERP to 205 kw, change HAAT to 1,271 ft., move SL to Sherman District, W.Va., outside community of lic. App. Feb. 19.

■ WJVI-FM (99.9 mhz) Janesville, Wis.—Seeks CP to change TL, change ERP to 19 kw, and change HAAT to 500 ft. App. Feb. 18.

TV's

Accepted

■ KVVU (ch. 64) Barstow, Calif.—Seeks MP to change ERP to vis. 3,228 kw; aur. 645.6 kw. App. Feb. 20.

■ WRDG (ch. 16) Burlington, N.C.—Seeks CP to move SL outside community of lic. App. Feb. 18.

■ WYBE (ch. 35) Philadelphia—Seeks MP to change ERP to vis. 323.6 kw; change HAAT to 558 ft.; replace ant. and change TL. App. Feb. 18.

Actions

AM's

■ WEIS (990 kHz) Centre, Ala.—Returned app. to increase power to 1 kw. Action Feb. 13.

■ WKEA (1330 kHz) Scottsboro, Ala.—Granted app. to add night service with 500 w, install DA N, and make changes in ant. sys. Action Feb. 11.

■ KLFF (1360 kHz) Glendale, Ariz.—Granted app. to change TL. Action Feb. 10.

■ KNBY (1280 kHz) Newport, Ark.—Granted app. to make changes in ant. sys. Action Feb. 10.

■ KHTH (1130 kHz) Dillon, Colo.—Granted app. to change TL. Action Feb. 12.

■ WADU (830 kHz) Norco, La.—Granted app. to increase day power to 5 kw and night power to 750 kw, change TL, and make changes in ant. sys. Action Feb. 11.

■ KYLI (1340 kHz) Missoula, Mont.—Granted app. to make changes in ant. sys. Action Feb. 12.

■ KRKK (1010 kHz) Milwaukee, Ore.—Returned app. to increase power to 5 kw. Action Feb. 24.

■ WCCS (1160 kHz) Homer City, Pa.—Granted app. to in-